

Executive Registry	
85-	659/1

Mr. Robert J. Sweeney
 Director, Federal Savings Bonds Program
 Department of the Treasury
 U. S. Savings Bonds Division
 Washington, D.C. 20226

Dear Mr. Sweeney:

The following member(s) of my staff will represent our agency at the 1985 U. S. Savings Bonds Campaign Planning Workshop on February 27, 1985.

(A) NAME STAT

TITLE Chief, Personal Services Branch/OP

TELEPHONE STAT

AGENCY/BUREAU Central Intelligence Agency

(B) NAME STAT

TITLE Employee Benefits Assistant

TELEPHONE STAT

AGENCY/BUREAU Central Intelligence Agency

Sincerely,


 Robert W. Magee
 Director of Personnel

STAT



P119

Mr. Robert J. Sweeney
Director, Federal Savings Bonds Program
Department of the Treasury
U.S. Savings Bonds Division
Washington, D.C. 20226

Dear Mr. Sweeney:

The following member of my staff has been appointed the Alternate Committee Member of the 1985 Interagency Savings Bonds Committee.

NAME [REDACTED]

TITLE Chief, Personal Services Branch/OP

TELEPHONE [REDACTED]

AGENCY/BUREAU Central Intelligence Agency

STAT

STAT

Sincerely,

[REDACTED]
Robert W. Magee
Director of Personnel

STAT

**EXECUTIVE SECRETARIAT
ROUTING SLIP**

TO:

		ACTION	INFO	DATE	INITIAL
1	DCI		X		
2	DDCI		X		
3	EXDIR		X		
4	D/ICS				
5	DDI				
6	DDA	X			
7	DDO				
8	DDS&T				
9	Chm/NIC				
10	GC				
11	IG				
12	Compt				
13	D/Pers		X		
14	D/OLL				
15	D/PAO				
16	SA/IA				
17	AO/DCI				
18	C/IPD/OIS				
19	NIO				
20					
21					
22					
SUSPENSE		Date			

Remarks

For direct response please. Response
requested by 22 Feb 85.

STAT

3637 (10-81)

EXECUTIVE SECRETARIAT

13 Feb 85

Date



Executive Registry

85- 659

Interagency Savings Bonds Circular

OFFICE OF THE CHAIRMAN

WASHINGTON, DC 20226

February 11, 1985

To All Federal Agency Chief Executive Officers:

I am pleased to serve as Chairwoman of the 1985/86 Interagency Savings Bonds Committee. In this capacity, I am asking each of you to join with me in conducting well-planned Savings Bonds Campaigns in 1985. These campaigns afford us an opportunity to inform all our employees of the many benefits of owning U. S. Savings Bonds and to encourage each of them to enroll in the Payroll Savings program.

The purchase of bonds reduces the cost of debt financing and enables the Treasury to more easily manage the public debt. As members of the Federal Government, we ought to set the standard for the rest of the country concerning such an important national concern.

In addition, Savings Bonds, with their market-based rate guarantee a continuously fair return on your money and Payroll Savings provides an excellent way to save easily and painlessly.

I am strongly committed to the Savings Bonds program because of the benefits it provides to savers and to the nation. Our goals for this and next year's campaign are as follows

1985 Goal - to increase participation level within the federal sector to a minimum of 37%.

1986 Goal - to increase participation levels within the federal sector to a minimum of 50%.

1985/1986 Goal - to have 10% of current bond buyers increase their allotments each year.



Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan

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In order to achieve these goals, I am asking you to use the 1984 campaign results within your Department or Agency as a starting point and increasing participation in 1985 by one half of the amount needed to reach our goal of 50% in 1986. This goal can be attained through your appointment of a top level Alternate Committee Member from your staff who can speak and act for you in getting the job done; direct person-to-person selling of every employee by a trained and enthusiastic canvasser; and continuation of our practice of encouraging new employees to enroll year-round.

On February 27th from 10:30 am to 12:00 noon in my Departmental Auditorium I will host a top-level planning workshop for Alternate Committee Members and campaign coordinators from all Federal departments and agencies. During this workshop we will discuss in detail the necessary steps to conduct a successful campaign. We will also present some practiced marketing approaches that have produced extraordinary results in Federal agencies in recent years. So that our efforts will have the greatest possible effect, please instruct the senior official responsible for day-to-day coordinator of your campaign to attend this workshop.

We cannot achieve our goals without your personal involvement and participation. I have asked Bob Sweeney or Ken Knapp of the Treasury Department's Savings Bonds staff to personally contact you and your Alternate Committee Member. I hope you will meet briefly with one of them to discuss this year's campaign.

Please forward the name of the person who will act as your Alternate Committee Member and the name of the individual(s) who will represent you at the workshop on the attached reply forms to:

Robert J. Sweeney
Director, Federal Savings Bonds Program
Department of the Treasury
U. S. Savings Bonds Division
Washington, D.C. 20226

no later than February 22, 1985.

Sincerely,


Margaret M. Heckler
Secretary, Department of Health
and Human Services

Attachments (3)

Mr. Robert J. Sweeney
Director, Federal Savings Bonds Program
Department of the Treasury
U.S. Savings Bonds Division
Washington, D.C. 20226

Dear Mr. Sweeney:

The following member of my staff has been appointed the Alternate Committee Member of the 1985 Interagency Savings Bonds Committee.

NAME _____

TITLE _____

TELEPHONE _____

AGENCY/BUREAU _____

Sincerely,

Mr. Robert J. Sweeney
Director, Federal Savings Bonds Program
Department of the Treasury
U. S. Savings Bonds Division
Washington, D.C. 20226

Dear Mr. Sweeney:

The following member(s) of my staff will represent our agency at the 1985 U. S. Savings Bonds Campaign Planning Workshop on February 15, 1985.

(A) NAME _____

TITLE _____

TELEPHONE _____

AGENCY/BUREAU _____

(B) NAME _____

TITLE _____

TELEPHONE _____

AGENCY/BUREAU _____

Sincerely,

1985 U. S. SAVINGS BONDS CAMPAIGN PLANNING WORKSHOP

SPONSORED BY: Interagency Savings Bonds Committee

CHAIRWOMAN: The Honorable Margaret M. Heckler,
Secretary, Department of Health and
Human Services

DATE/TIME: February 27, 1985
10:30 a.m. to 12:00 noon

PLACE: Department of Health and Human Services
Auditorium (First Floor)
20 Independence Avenue, S.W.
Washington, D.C. 20201

Refreshments will be served.

ATTENDEES: 1985 Savings Bonds Alternate Committee
Members and day-to-day campaign
coordinators for: Departments,
agencies, independent commissions, etc.
Major bureau-level organizations,
Legislative and Judiciary Branch units.

Alternate Committee Members and
coordinators are welcome to bring one or
two senior campaign aides.

SUBJECT: 1985 U. S. Savings Bonds Campaign for
Federal Employees
Treasury materials
Agency-prepared materials
Use of internal communications media
Major new public-awareness support
forthcoming in 1985
How to communicate the new variable
Savings Bonds rate
Goals for 1985

SPEAKERS: Secretary Heckler
Treasury officials

CONTACT FOR FURTHER INFORMATION AND TO SUBMIT ATTENDEES' NAMES:
Mr. Robert J. Sweeney (202) 634-5385

Provide attendees' names and telephone
numbers by February 22, 1985.